

Executive Registry

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Mr. Robert J. Sweeney  
Director, Federal Savings Bonds Program  
Department of the Treasury  
U. S. Savings Bonds Division  
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member(s) of my staff will represent our agency at the 1985 U. S. Savings Bonds Campaign Planning Workshop on February 27, 1985.

(A) NAME

TITLE Chief, Personal Services Branch/OP

TELEPHONE

AGENCY/BUREAU Central Intelligence Agency

STAT

STAT

(B) NAME

TITLE Employee Benefits Assistant

TELEPHONE

AGENCY/BUREAU Central Intelligence Agency

STAT

STAT

Sincerely,

Robert W. Magee  
Director of Personnel

STAT

DCI  
EXEC  
REG

P119

The following member of my staff has been appointed the Alternate Committee Member of the 1985 Interagency Savings Bonds Committee.

STAT

STAT

Approved For Release 2009/09/14 : CIA-RDP87M00539R002604330003-8

**EXECUTIVE SECRETARIAT**  
**ROUTING SLIP**

TO:

		ACTION	INFO	DATE	INITIAL
1	DCI		X		
2	DDCI		X		
3	EXDIR		X		
4	D/ICS				
5	DDI				
6	DDA	X			
7	DDO				
8	DDS&T				
9	Chm/NIC				
10	GC				
11	IG				
12	Compt				
13	D/Pers		X		
14	D/OLL				
15	D/PAO				
16	SA/IA				
17	AO/DCI				
18	C/IPD/OIS				
19	NIO				
20					
21					
22					

SUSPENSE \_\_\_\_\_  
Date \_\_\_\_\_

Remarks

**For Direct response please. Response requested by 22 Feb 85.**

**13 Feb 85**

Date

**3637** (10-81)



Executive Registry

85- 659

# Interagency Savings Bonds Circular

OFFICE OF THE CHAIRMAN

WASHINGTON, DC 20226

February 11, 1985

To All Federal Agency Chief Executive Officers:

I am pleased to serve as Chairwoman of the 1985/86 Interagency Savings Bonds Committee. In this capacity, I am asking each of you to join with me in conducting well-planned Savings Bonds Campaigns in 1985. These campaigns afford us an opportunity to inform all our employees of the many benefits of owning U. S. Savings Bonds and to encourage each of them to enroll in the Payroll Savings program.

The purchase of bonds reduces the cost of debt financing and enables the Treasury to more easily manage the public debt. As members of the Federal Government, we ought to set the standard for the rest of the country concerning such an important national concern.

In addition, Savings Bonds, with their market-based rate guarantee a continuously fair return on your money and Payroll Savings provides an excellent way to save easily and painlessly.

I am strongly committed to the Savings Bonds program because of the benefits it provides to savers and to the nation. Our goals for this and next year's campaign are as follows

- 1985 Goal - to increase participation level within the federal sector to a minimum of 37%.
- 1986 Goal - to increase participation levels within the federal sector to a minimum of 50%.
- 1985/1986 Goal - to have 10% of current bond buyers increase their allotments each year.

*Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan*

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In order to achieve these goals, I am asking you to use the 1984 campaign results within your Department or Agency as a starting point and increasing participation in 1985 by one half of the amount needed to reach our goal of 50% in 1986. This goal can be attained through your appointment of a top level Alternate Committee Member from your staff who can speak and act for you in getting the job done; direct person-to-person selling of every employee by a trained and enthusiastic canvasser; and continuation of our practice of encouraging new employees to enroll year-round.

On February 27th from 10:30 am to 12:00 noon in my Departmental Auditorium I will host a top-level planning workshop for Alternate Committee Members and campaign coordinators from all Federal departments and agencies. During this workshop we will discuss in detail the necessary steps to conduct a successful campaign. We will also present some practiced marketing approaches that have produced extraordinary results in Federal agencies in recent years. So that our efforts will have the greatest possible effect, please instruct the senior official responsible for day-to-day coordinator of your campaign to attend this workshop.

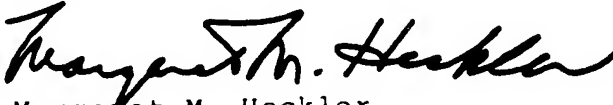
We cannot achieve our goals without your personal involvement and participation. I have asked Bob Sweeney or Ken Knapp of the Treasury Department's Savings Bonds staff to personally contact you and your Alternate Committee Member. I hope you will meet briefly with one of them to discuss this year's campaign.

Please forward the name of the person who will act as your Alternate Committee Member and the name of the individual(s) who will represent you at the workshop on the attached reply forms to:

Robert J. Sweeney  
Director, Federal Savings Bonds Program  
Department of the Treasury  
U. S. Savings Bonds Division  
Washington, D.C. 20226

no later than February 22, 1985.

Sincerely,

  
Margaret M. Heckler  
Secretary, Department of Health  
and Human Services

Attachments (3)

Mr. Robert J. Sweeney  
Director, Federal Savings Bonds Program  
Department of the Treasury  
U.S. Savings Bonds Division  
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member of my staff has been appointed the  
Alternate Committee Member of the 1985 Interagency Savings Bonds  
Committee.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

AGENCY/BUREAU \_\_\_\_\_

\_\_\_\_\_

Sincerely,

Mr. Robert J. Sweeney  
Director, Federal Savings Bonds Program  
Department of the Treasury  
U. S. Savings Bonds Division  
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member(s) of my staff will represent our agency at the 1985 U. S. Savings Bonds Campaign Planning Workshop on February 15, 1985.

(A) NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
TELEPHONE \_\_\_\_\_  
AGENCY/BUREAU \_\_\_\_\_  
\_\_\_\_\_

(B) NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
TELEPHONE \_\_\_\_\_  
AGENCY/BUREAU \_\_\_\_\_  
\_\_\_\_\_

Sincerely,

# 1985 U. S. SAVINGS BONDS CAMPAIGN PLANNING WORKSHOP

**SPONSORED BY:** Interagency Savings Bonds Committee

**CHAIRWOMAN:** The Honorable Margaret M. Heckler,  
Secretary, Department of Health and  
Human Services

**DATE/TIME:** February 27, 1985  
10:30 a.m. to 12:00 noon

**PLACE:** Department of Health and Human Services  
Auditorium (First Floor)  
200 Independence Avenue, S.W.  
Washington, D.C. 20201

Refreshments will be served.

**ATTENDEES:** 1985 Savings Bonds Alternate Committee  
Members and day-to-day campaign  
coordinators for: Departments,  
agencies, independent commissions, etc.  
Major bureau-level organizations,  
Legislative and Judiciary Branch units.

Alternate Committee Members and  
coordinators are welcome to bring one or  
two senior campaign aides.

**SUBJECT:** 1985 U. S. Savings Bonds Campaign for  
Federal Employees  
Treasury materials  
Agency-prepared materials  
Use of internal communications media  
Major new public-awareness support  
forthcoming in 1985  
How to communicate the new variable  
Savings Bonds rate  
Goals for 1985

**SPEAKERS:** Secretary Heckler  
Treasury officials

**CONTACT FOR FURTHER INFORMATION AND TO SUBMIT ATTENDEES' NAMES:**  
Mr. Robert J. Sweeney (202) 634-5385

Provide attendees' names and telephone  
numbers by February 22, 1985.